



**WABC-TV/DT**  
New York

WABC-TV NEW YORK  
7 LINCOLN SQUARE  
NEW YORK NY 10023

Acknowledgment of Agreement Between WABC-TV NEW YORK and

**DATE:** 11-01-2012 **PAGE:** 1 of 5

MEDIA STRATEGIES & RESEARCH - 7658  
ATTN: RACHAEL BEALE  
11350 RANDOM HILLS RD.  
SUITE 670  
FAIRFAX VA 22030

Contract No	Contract Dt	Revision Dt	Rev#	Advertiser	Brand	Product Code	Station/Market
394608	08-01-2012	11-01-2012	6	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC - NEW YORK

Agency Est#			CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title							
11320			240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509							
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
1	10-29-2012	11-02-2012	05:15AM - 05:56AM	AM EWN THIS MORNING 5-6AM (7426)	7	30	1	1	1	1	1			5	900	5	4,500.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-30-2012	900 CRDT RESOLV														
		Total:	900														
														Credit Resolved Total:		-1	-900.00
2	10-29-2012	11-02-2012	06:15AM - 07:00AM	AM EWN THIS MORNING 6-7AM (7427)	7	30	2	2	2	2	2			10	2,000	10	20,000.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-30-2012	2,000 CRDT RESOLV														
		10-30-2012	2,000 CRDT RESOLV														
		Total:	4,000														
														Credit Resolved Total:		-2	-4,000.00
3	10-29-2012	11-02-2012	07:00AM - 09:00AM	AM GMA 7-9AM (7429)	7	30	4	3	3	3	4			17	2,400	17	40,800.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-29-2012	2,400 CRDT RESOLV														
		10-30-2012	2,400 CRDT RESOLV														
		10-30-2012	2,400 CRDT RESOLV														
		Total:	7,200														
														Credit Resolved Total:		-3	-7,200.00
5	10-30-2012	11-01-2012	09:00AM - 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30		1		1				2	1,100	2	2,200.00
		<u>Cr Resolved</u>	<u>Rate Reason</u>														
		10-30-2012	1,100 CRDT RESOLV														
		Total:	1,100														
														Credit Resolved Total:		-1	-1,100.00
6	10-31-2012	10-31-2012	10:58AM - 12:00PM	DA THE VIEW (10707)	7	30			1					1	3,500	1	3,500.00
7	10-29-2012	11-02-2012	12:15PM - 12:30PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30	1			1	1			3	1,400	3	4,200.00

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Margin Indicators: A=Added Line, R=Revised Line, D=Deleted Line, M=New Makegood Activity, CM=Combined Makegood



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Contract No 394608	Contract Dt 08-01-2012	Revision Dt 11-01-2012	Rev# 6	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS							Station/Market WABC - NEW YORK						
Agency Est# 11320			CMS # 240509	Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 240509			
Line	Start Date	End Date	Time Period	Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																			
8	10-30-2012	10-30-2012	12:30PM - 01:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)			7	30	1							1	1,400	1	1,400.00
		Cr Resolved 10-30-2012	Rate Reason 1,400 CRDT RESOLV																
		Total:	1,400																
																Credit Resolved Total:		-1	-1,400.00
9	10-29-2012	11-02-2012	03:00PM - 03:59PM	DA KATIE COURIC M-F (12182)			7	30	1	1	1	1	1			5	1,700	5	8,500.00
		Cr Resolved 10-30-2012	Rate Reason 1,700 CRDT RESOLV																
		Total:	1,700																
																Credit Resolved Total:		-1	-1,700.00
10	10-29-2012	11-02-2012	04:15PM - 04:59PM	EN EWN AT 4PM M-F (11372)			7	30	2	2	2	2	2			10	1,500	10	15,000.00
		Cr Resolved 10-30-2012	Rate Reason 1,500 CRDT RESOLV																
		Total:	1,500																
																Credit Resolved Total:		-1	-1,500.00
11	10-29-2012	11-02-2012	05:15PM - 05:55PM	EN EWN AT 5PM M-F (7450)			7	30	2	2	2	2	2			10	2,400	10	24,000.00
		Cr Resolved 10-30-2012	Rate Reason 2,400 CRDT RESOLV																
		10-30-2012	2,400 CRDT RESOLV																
		Total:	4,800																
																Credit Resolved Total:		-2	-4,800.00
12	10-29-2012	11-02-2012	06:15PM - 06:30PM	EN EWN AT 6P (CFB) (7442)			7	30	1	1	1	1	1			5	2,400	5	12,000.00
		Cr Resolved 10-30-2012	Rate Reason 2,400 CRDT RESOLV																
		Total:	2,400																
																Credit Resolved Total:		-1	-2,400.00

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394608	08-01-2012	11-01-2012	6	GILLIBRAND FOR SENATE 2012	KIRSTEN GILLIBRAND FOR US SENATE	POLITICALS	WABC – NEW YORK										
Agency Est#		CMS #	Sales Office	Account Executive	Start Date	End Date	Billing	Package	Contract Title								
11320		240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
13	10-29-2012	11-02-2012	07:00PM – 08:00PM	PA JEOPARDY/WHEEL (7446)	7	30	2	2	2	2	2			10	4,200	10	42,000.00
		Cr Resolved 10-30-2012	Rate Reason 4,200 CRDT RESOLV														
		Total:	4,200											Credit Resolved Total:		-1	-4,200.00
15	10-29-2012	10-29-2012	10:00PM – 11:00PM	PE MONDAY 10-11PM (7474)	7	30	1							1	12,000	1	12,000.00
16	10-30-2012	10-30-2012	08:00PM – 09:00PM	PE TUESDAY 8-9PM (7486)	7	30		1						1	18,000	1	18,000.00
17	10-31-2012	10-31-2012	08:00PM – 09:00PM	PE WEDNESDAY 8-9PM (7487)	7	30			1					1	11,000	1	11,000.00
18	11-02-2012	11-02-2012	10:00PM – 11:00PM	PE FRIDAY 10-11PM (7503)	7	30					1			1	11,000	1	11,000.00
19	10-29-2012	11-02-2012	11:15PM – 11:35PM	LN LATE NEWS CFB (7645)	7	30	1	1	1	1	1			5	4,700	5	23,500.00
21	11-04-2012	11-04-2012	11:15PM – 11:35PM	LN LATE NEWS CFB (7645)	7	30							1	1	4,700	1	4,700.00
22	11-04-2012	11-04-2012	11:35PM – 12:00AM	TD SIGN-ON TO SIGN-OFF (7611)	7	30							1	1	2,000	1	2,000.00
23	10-30-2012	11-01-2012	11:35PM – 12:02AM	LF NIGHTLINE M-F (7453)	7	30		1	1	1				3	2,200	3	6,600.00
24	11-03-2012	11-03-2012	06:15AM – 10:00AM	AM EWN SA/SU 6-10AM (7434)	7	30						5		5	400	5	2,000.00
25	11-04-2012	11-04-2012	09:00AM – 02:00PM	SP: MARATHON (12501)	7	30							1	1	6,500	1	6,500.00
26	11-02-2012	11-02-2012	09:00AM – 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30				1				1	1,100	1	1,100.00
27	10-31-2012	10-31-2012	09:00PM – 09:30PM	PE WEDNESDAY 9-10PM (7491)	10	30			1					1	27,000	1	27,000.00

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11320		240509	PHILADELPHIA	D. PARKER	10-29-2012	11-04-2012	M (Broadcast Month, Cycle 1)	N	240509								
Line	Start Date	End Date	Time Period	Description	RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
Agency CPE: E : 11320																	
28	11-02-2012	11-02-2012	09:00AM - 10:00AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30					1			1	1,800	1	1,800.00
29	11-02-2012	11-02-2012	10:00AM - 10:57AM	DA AM DAYTIME 9AM-10:57AM (7437)	7	30					1			1	1,600	1	1,600.00
30	11-02-2012	11-02-2012	10:58AM - 12:00PM	DA THE VIEW (10707)	7	30					1			1	3,500	1	3,500.00
31	11-02-2012	11-02-2012	12:30PM - 03:00PM	DA PM DAYTIME ROTATION 12NOON-4PM (7439)	7	30					1			1	1,500	1	1,500.00
32	11-02-2012	11-02-2012	03:00PM - 03:59PM	DA KATIE COURIC M-F (12182)	7	30					1			1	1,700	1	1,700.00
33	11-02-2012	11-02-2012	04:15PM - 04:59PM	EN EWN AT 4PM M-F (11372)	7	30					1			1	1,500	1	1,500.00
34	11-02-2012	11-02-2012	11:35PM - 12:02AM	LF NIGHTLINE M-F (7453)	7	30					1			1	2,200	1	2,200.00
35	11-03-2012	11-03-2012	11:30PM - 12:05AM	LN LATE NEWS CFB (7645)	7	30						1		1	2,000	1	2,000.00
36	11-02-2012	11-02-2012	12:02AM - 01:08AM	LF JIMMY KIMMEL LIVE (7455)	7	30					1			1	1,000	1	1,000.00
37	11-03-2012	11-04-2012	12:00AM - 01:05AM	TD SIGN-ON TO SIGN-OFF (7611)	7	30						2	2	4	400	4	1,600.00
38	11-04-2012	11-04-2012	07:00AM - 09:00AM	SP: PRE MARATHON COVERAGE (12502)	7	30							X	1	3,000	1	3,000.00
Contracted Gross Total:															115	324,900.00	
Actual Gross Total:															101	295,700.00	
Agency Commission:																44,355.00	
Net Total:																251,345.00	

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Contract No 394608	Contract Dt 08-01-2012	Revision Dt 11-01-2012	Rev# 6	Advertiser GILLIBRAND FOR SENATE 2012	Brand KIRSTEN GILLIBRAND FOR US SENATE	Product Code POLITICALS							Station/Market WABC - NEW YORK							
Agency Est# 11320		CMS # 240509		Sales Office PHILADELPHIA	Account Executive D. PARKER	Start Date 10-29-2012	End Date 11-04-2012	Billing M (Broadcast Month, Cycle 1)							Package N	Contract Title 240509				
Line	Start Date	End Date	Time Period		Description			RC	Duration	M	T	W	T	F	S	S	SPW	Price	Tot Spots	Total \$
			Agency CPE: E : 11320																	
Month/YR		Preempted			Made Good			Contract Total			Adjustments							Actual Total		
Nov 12		51,400.00			0.00			324,900.00			29,200.00 CR							295,700.00		
TOTAL		51,400.00			0.00			324,900.00			29,200.00 CR							295,700.00		

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